Doubleday

August 6, 1984

Mr. David Cohn
WHOLE EARTH SOFTWARE REVIEW
150 Gate Five Road
Sausolito, Ca., 94965

Dear David:

This letter will confirm our conversation about how to handle the copies of WHOLE EARTH SOFTWARE CATALOG you are using as subscription premiums for the WHOLE EARTH SOFTWARE REVIEW.

Please send labels, addressed to your subscribers, and with your return address, to:

Doubleday and Co., Inc.
501 Franklin Avenue
Garden City, N.Y., 11530

Attn: Jake Grundel

Please attach a covering letter saying that you're ordering (#) copies of WHOLE EARTH SOFTWARE CATALOG at 70% discount per contractual agreement. As we've discussed, you'll be billed for the books (at 70% discount) plus postage plus $1 per destination. Please copy me on the cover letter each time.

The 70% discount is based on a minimum purchase of 1,000 copies. As I mentioned, we will be sending a contract addendum to you (or Stewart) asking you simply to guarantee a minimum purchase of 1,000 copies over six months.

David Burnor will be sending me sample labels sometime this month just for confirmation that they will work easily with our fulfillment procedures. But the labels he described sound perfect. Yes, plain paper is fine (with your return address); and yes, we do send everything out 4th class (so I suppose if it is easy it would be a good idea to pre-print that). The zip sort will be very welcome.

Do call me with any questions. We are all looking forward to the book!

Cordially,

Pam Byers

Pamela Byers
Manager of Marketing Planning

cc: J. Grundel
K. Lang
P. Pochoda

PB/cr